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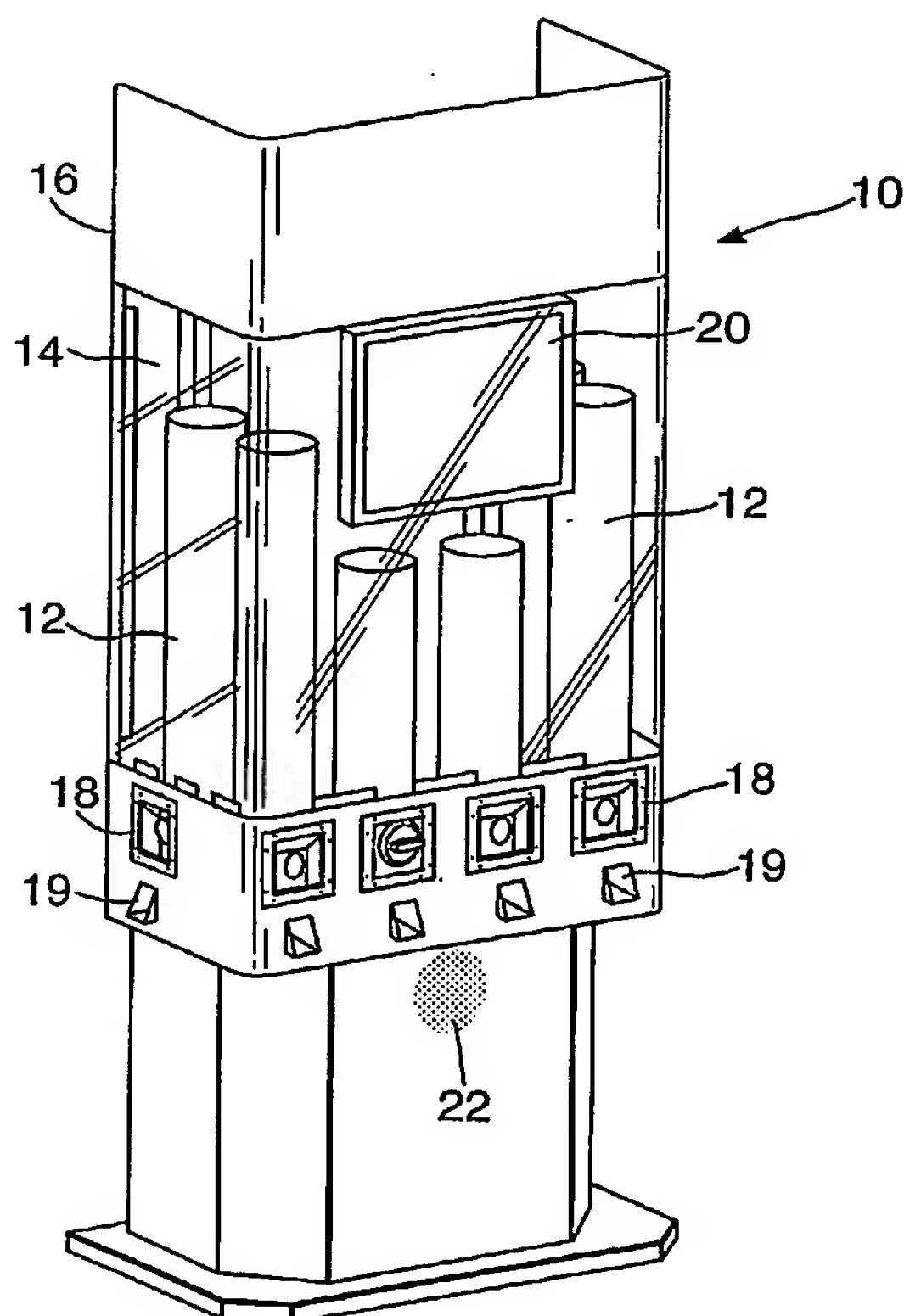
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(54) Title: INTERACTIVE VENDING MACHINES AND A METHOD OF OPERATING SAME



(57) Abstract: There is provided a vending machine for multiple product sales, including means for displaying multiple products; means for operating the machine and effecting the dispensing of any selected product; at least one display screen disposed adjacent to the means for displaying multiple products, and an electronic control unit for selectively controlling the display on the screen prior to, and/or during, and/or after a vending operation. A method for operating a vending machine is also provided.

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